

## Message Text

UNCLASSIFIED

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65

ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 R

DRAFTED BY COM/SAD/CJOHNSON/POM

APPROVED BY EB/OCA/CM/BEBYRON

COM/SAD/JEMURRIN

COM/FB/SBEVANS

COM/DM/HHEIKENEN

EUR/NE/KSHIRLEY INFO

----- 008565

R 072048Z JAN 76

FM SECSTATE WASHDC

TO AMEMBASSY BRUSSELS

UNCLAS STATE 003568

E.O. 11652: NA

TAGS: BEXP, BE

SUBJECT: IN-STORE PROMOTION SARMA

REF: BRUSSELS 10714

1. COMMERCE EXTREMELY INTERESTED IN CONSIDERING SARMA AS POTENTIAL CANDIDATE FOR FY'77 IN-STORE PROMOTION. AWAITING SARMA MANAGEMENT DECISION ON THEIR INTENT TO PROCEED WITH IN-STORE PROMOTION.

2. AIRMAILING ALBUM OF PHOTOS SHOWING OTHER IN-STORE PROMOTIONS, COMPUTER RUN-OFF OF 1,400 U.S. CONSUMER GOODS SUPPLIERS AND SAMPLES OF POSTERS WHICH COMMERCE WOULD MAKE AVAILABLE FOR SARMA PROMOTION.

3. IN-STORE PROMOTION STAFF WELCOMES OPPORTUNITY OF WORKING WITH SARMA BUYING TEAMS WHICH MIGHT COME TO U.S. TO MEET U.S. SUPPLIERS.

4. COMMERCE REQUESTS POSTS SUBMISSION OF DATA ON UNCLASSIFIED

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SARMA AS OUTLINED IN STATE 301079. KISSINGER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 07 JAN 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976STATE003568  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** SAD/CJOHNSON/POM  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D760006-0107  
**From:** STATE  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1976/newtext/t19760178/aaaacrvtel  
**Line Count:** 61  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ORIGIN COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 76 BRUSSELS 10714  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** castelsl  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 17 JUN 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <17 JUN 2004 by barnescd>; APPROVED <17 AUG 2004 by castelsl>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** IN-STORE PROMOTION SARMA  
**TAGS:** BEXP, BE  
**To:** BRUSSELS  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006